INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1717 — Washington, D. C. — January 31, 1959

Canned Foods In N.C.A. Exhibit Being Used by Flood Victims

Three thousand cans and jars of food that were displayed in the USDA Patio as part of the September Month salute to the canning industry are now being used in Midwest emergency flood relief. When the exhibit was dismantled last fall, the N.C.A. turned the samples over to the American Red Cross for use in disaster relief. Since then the goods, originally supplied by canners throughout the nation, had been held in a Red Cross warehouse in Landover, Md.

N.C.A. was advised that they were trucked to the Disaster Relief Headquarters in Columbus, Ohio, overnight January 23, and their arrival there the next day was confirmed by Enso Bighinatti, Associated Director of Disaster Relief. Mr. Bighinatti expressed particular satisfaction that the consignment contained quantities of No. 10's because of their appropriateness for mass feeding of flood victims. The foods are being used where needed most in the five flood-afflicted states served by the Columbus Red Cross Center, he stated.

The Information Division issued a press release to Ohio dailies, the wire services and the canning trade press which quoted as follows from Robert C. Edson, National Director of Red Cross Disaster Service in Washington:

"The Red Cross is most grateful—this donation is characteristic of the canning industry, which has on many occasions rendered great public service at times of disaster. Canned foods are one of the best instrumentalities for feeding during crises when public utilities are put out of commission."

N.C.A. Secretary Carlos Campbell, who played a major role in organizing canned foods for distribution at the time of the Mississippi River floods of 1937, in presenting the foods to the Red Cross, reviewed the numerous instances when canned foods have been a salvation to disaster victims. "They have proved so essential for emergencies that civil defense authorities now advise householders to store them against the possibility of atomic attack," he stated.

The unloading of the truck of canned foods on its arrival in the disaster area was covered by reporters and photographers of the Columbus *Dispatch* and published in their Sunday issue of January 25.

The Red Cross also gave publicity to the N.C.A. donation in two press releases to newspapers in the flooded areas and the national wire services, one of them quoting Gen. Alfred M. Gruenther's acknowledgment of canned foods aid.

8,000 Attendance Expected at Convention

Pre-convention estimates indicate a total attendance for the 52d annual Canners Convention and Canning Machinery and Supplies Association exhibit of about 8,000. Representatives of about 400 canning and food processing companies, some 200 broker and buyer organizations, and 166 machinery and supply firms will comprise the audience for the four-day conclave of individual sales conferences, program sessions, and canning equipment exhibits.

Overshadowing this industry support in the meetings planned for next month is the wide interest being shown in the announcement that the 53d annual Convention will be held in Miami Beach, January 18-23, 1960. Plans for that Convention and exhibit are under way and with a record attendance being forecast a year in advance, N.C.A. and C.M.&S.A. will find it necessary to give priority for accommodations to those companies that have a record of past Convention participation.

Report Measures Income and Growth in 49-County Market Area

The first official estimates of personal income for geographic areas that cut across state lines—focusing on the economy of the Delaware River Area, a $57 billion consumer market—appears in the January issue of *Survey of Current Business*, published by the Office of Business Economics, U. S. Department of Commerce.

The new market measures were developed as guides to geographic differences in both the size and movement of economic activity. According to the OBE, the flow of income provides the best available framework for gauging economic characteristics and changing patterns of market growth on a geographic basis.

The area covered by the report extends from just north of New York City through New Jersey and Delaware and into the eastern part of Pennsylvania. The 49 counties of the area were classified into eight subregions, and estimates of income in five selected years of the 1929-57 span were prepared for each.

In 1957 the Delaware River Area's 22 million residents received $57 billion of personal income, 17 percent of the national total. In per capita terms this amounted to $2,600. The report measures the total personal income and per capita income for each of eight subregions within the Delaware River Area and the growth in income in each subregion.

Industrial Users Utilize Half of Total Sugar Supply

The proportion of sugar going into industrial use—particularly canning, freezing and preserving—increased steadily from 1949 to 1957, according to the Agricultural Marketing Service of USDA. In 1957, for the first time, the proportion of sugar delivered to industrial users exceeded half of the total deliveries by primary sugar distributors.

Deliveries to industrial users accounted for 41.8 percent of total de-

liveries in 1949 and for 51.1 percent of the total in 1957. During the same period the proportion of sugar going to canners, bottlers, freezers and preservers rose from 6.5 percent of the 1949 total to 9.3 percent of the 1957 total, a gain of 43 percent.

The relative increase in the quantities of sugar going to industrial users reflects the increasing demand for canned and frozen foods, prepared mixes, and prepared foods. As the demand for these items increased the use of refined sugar in the household decreased.

Along with the increase in the proportion of sugar going to industrial users, the amount of liquid sugar going to industrial users also has increased. The proportion of sugar delivered in liquid form amounted to 12.7 percent of industrial deliveries in 1949 and 24.3 percent of the total in 1957.

These data were obtained by N.C.A. from the USDA to supplement a report, *Trends in the United States Sugar Industry* (Marketing Research Report No. 294).

In the report USDA cites the relative stability in sugar supply, returns, and price, and attributes much of this stability to the effects of the Sugar Act.

	1949	1951	1953	1955	1957
	(*million hundredweight*)				
Total deliveries by primary distributors	137	139	152	154	159
	(*percent of total deliveries*)				
Deliveries to industrial users	41.8	44.2	46.5	48.2	51.1
Deliveries to canners, bottlers, frozen food processors, jams, jellies, preserves	6.5	8.0	8.1	8.5	9.3
Proportion of deliveries to industrial users as liquid sugar	12.7	18.2	21.9	24.3	24.3

Institutions

Canned peas are included on the feature page "Food Plentifuls For February" in the February issue of *Institutions* magazine.

The first part is headed "Feature Canned Peas & Potatoes For February" and says, "Potatoes and canned peas have been designated 'feature' foods on the February Plentiful Foods List, announced the U. S. Department of Agriculture.

"Join the 'combination plentifuls' campaign—select flavor compatible plentifuls and highlight them in well-balanced meals."

In the "Menu Suggestions" that follow, canned green peas are used with other plentifuls in several recipe suggestions. They are used with pork, potatoes, and eggs. Other canned foods used in the combination recipes are sauerkraut and mushroom soup. A list of preparation, seasoning and serving suggestions for canned peas was supplied by the National Canned Pea Council and is entitled "Ten Tasty Tips for Canned Peas."

Farm Journal Cookbook

Just off the press is the *Farm Journal's* "Country Cookbook", published by Doubleday & Company. The jacket is illustrated with a photograph of a cherry pie made from canned cherries.

In the preface, Gertrude Dieken, editor of *The Farmer's Wife* magazine, tells how the book came to be, and of the assistance and encouragement given by readers. The cookbook is announced in the February issue of *Farm Journal*, "Here they are—more than 1,000 of the very best tested recipes that have been in *The Farmer's Wife* over the last 12 years—your favorites! They're neatly bound between the covers of a 464-page book, with 32 pages of beautiful food in color." In addition it is described as "no ordinary cookbook—it's tailor-made for farm women."

The foreword of the book is in the form of a letter from Nell B. Nichols, food editor, to the reader of the cookbook. She says "You'll find the chapters or groups of recipes divided in just the way country women think of food. We start with dishes to fix for guests, for if there ever is a time when you want your table to make a good showing, it's when there's company coming."

There are more than 460 recipe uses of canned foods in the book, and others are used in the menus.

Latin American Food Code

The U. S. Department of Commerce has received an English translation of chapter XI of the draft Latin American Food Code, applying to vegetable and fruit products.

The Latin American Food Code is being drafted by a commission on which many of the Latin American republics are represented. It is contemplated that the food code will be adopted by each of the Latin American governments and that each country will elaborate details to fit its particular needs. The draft code has been scheduled for discussion at a Latin American Congress on Chemistry to be held in Mexico City March 29-April 3.

Other chapters of the draft food code include chapter I, general provisions; III, containing provisions applicable to canned juices; V, labeling; VI, meats; and IX, farinaceous foods. English translations of these chapters as well as chapter XI are available from the American Republics Division, Bureau of Foreign Commerce, U. S. Department of Commerce, Washington 25, D. C. Firms interested in the code chapters are given an opportunity to make their views or objections known to the Latin American commission, by sending their comments to the American Republics Division.

Stocks of Canned Foods on Jan. 1 and Season Shipments

Reports on canners' stocks and shipments of canned sweet cherries, apricots, peaches, pears, corn, peas, tomatoes, tomato juice, catsup, and chili sauce on January 1 and season shipments to that date have been issued by the N.C.A. Division of Statistics.

	Carry-over month	Case basis	Supply 1957-58	Supply 1958-59	Canners' Stocks, Jan. 1 1958	Canners' Stocks, Jan. 1 1959	Season Shipments to Jan. 1 1958	Season Shipments to Jan. 1 1959
			(*thousands of cases*)					
Sweet cherries	June	24/2½	1,074	1,135	516	622	558	513
Apricots	June	24/2½	5,181	2,482	2,398	858	2,783	1,624
Peaches	June	24/2½	30,153	28,540	14,956	12,989	15,197	15,551
Pears	June	24/2½	11,230	10,371	6,643	5,718	4,587	4,653
Corn	Aug.	actual	43,149	37,258	27,160	21,396	15,989	15,862
Peas	June	actual	41,708	41,605	22,104	23,975	19,604	17,630
Tomatoes	July	actual	24,771	29,622	11,328	16,404	13,443	13,129
Tomato juice	July	actual	37,500	41,092	22,491	25,853	15,009	15,238
Catsup	July	actual	31,260	35,339	19,796	22,725	11,463	12,615
Chili sauce	July	actual	3,256	3,064	2,109	1,611	1,148	1,453

Schedule of Principal Events of the 1959 Convention

TENTATIVE—SUBJECT TO REVISION AND ADDITION

THURSDAY, FEBRUARY 19

10 a.m.—Meeting of N.C.A. Consumer and Trade Relations Committee, Room 10, Conrad Hilton

10 a.m.—Meeting of N.C.A. Labeling Advisory Subcommittee, Room 8, Conrad Hilton

2 p.m.—Meeting of N.C.A. Committee on Simplification of Containers, Room 9, Conrad Hilton

2 p.m.—Meeting of N.C.A. Labeling Committee (through dinner), Room 9, Conrad Hilton

2:30 p.m.—Meeting of N.C.A. Consumer Service Committee, Room 8, Conrad Hilton

7 p.m.—Dinner Meeting of N.C.A. Resolutions Committee, Room 5, Conrad Hilton

FRIDAY, FEBRUARY 20

8:30 a.m.—Breakfast Meeting of The Forty Niners, Chicago Room, Sheraton-Blackstone

9 a.m.-6 p.m.—N.C.A.-C.M.&S.A. Information-Registration Center is open, Mezzanine, Conrad Hilton

9 a.m.—Meeting of N.C.A. Administrative Council, Room 1, Conrad Hilton

9:45 a.m.—Meeting of C.M.&S.A. Board of Directors, Room 900, Conrad Hilton

12 m.—Luncheon Meeting of N.C.A. Board of Directors (open session), Beverly Room, Conrad Hilton

1-6 p.m.—The Canners Show, Conrad Hilton

2 p.m.—Meeting of N.C.A. Board of Directors (closed session), Bel Air Room, Conrad Hilton

2:30 p.m.—Meeting of N.C.A. Scientific Research Committee, Room 3, Conrad Hilton

4:30 p.m.—The Forty Niners 10th Annual Meeting, Hubbard Room, Sheraton-Blackstone

5:15 p.m.—The Forty Niners Sixth Annual Service Award Presentation, Hubbard Room, Sheraton-Blackstone

6:30 p.m.—The Forty Niners Reception, Crystal Ballroom, Sheraton-Blackstone

7 p.m.—Dinner Meeting of N.C.A. Scientific Research Committee, Room 3, Conrad Hilton

7 p.m.—State Secretaries Dinner, Room 2, Conrad Hilton

7 p.m.—C.M.&S.A. Past Presidents Dinner, Chicago Room, Sheraton-Blackstone

SATURDAY, FEBRUARY 21

8 a.m.—Breakfast Meeting of N.C.A. Fishery Products Committee, Room 3, Conrad Hilton

9 a.m.—Meeting of N.C.A. Nominating Committee, Astoria Room, Conrad Hilton

9 a.m.-6 p.m.—N.C.A.-C.M.&S.A. Information-Registration Center is open, Mezzanine, Conrad Hilton

9 a.m.-6 p.m.—The Canners Show, Conrad Hilton

10 a.m.—N.C.A. Annual Meeting, Williford Room, Conrad Hilton

12 m.—N.C.A. Marketing Luncheon, Waldorf Room, Conrad Hilton

12 m.—N.C.A. Fishery Products Luncheon, Astoria Room, Conrad Hilton

12 m.—N.C.A.-C.M.&S.A. Technical and Research Luncheon, Beverly Room, Conrad Hilton

3 p.m.—Meeting of N.C.A. Statistics Committee, Room 8, Conrad Hilton

4 p.m.—FAWS Conference on Fish Canners' Problems, Room 3, Conrad Hilton

5 p.m.—Door Award Drawing, The Canners Show

6 p.m.—C.M.&S.A. "Bon Voyage" Party, Terrace Casino Lounge, Morrison Hotel

7:30 p.m.—C.M.&S.A. "Round the World" Dinner Dance and Entertainment, Terrace Casino, Morrison Hotel

SUNDAY, FEBRUARY 22

8 a.m.—Breakfast Meeting of N.C.A. Legislative Committee, Room 1, Conrad Hilton

8 a.m.—Breakfast Meeting of N.C.A. Raw Products TAC, Room 8, Conrad Hilton

8:30 a.m.—Breakfast Meeting of Cooperative Processors Association, Room 3, Conrad Hilton

9 a.m.-6 p.m.—N.C.A.-C.M.&S.A. Information-Registration Center is open, Mezzanine, Conrad Hilton

10 a.m.—C.M.&S.A. Annual Meeting, Astoria Room, Conrad Hilton

10 a.m.—N.C.A. Marketing Session, Room 2, Conrad Hilton

10 a.m.—N.C.A. Raw Products Session, Bel Air Room, Conrad Hilton

10 a.m.—Meeting of N.C.A. Committee on Fruit Juice Drinks, Room 19, Conrad Hilton

12 m.—Luncheon Meeting of N.C.A. Claims Committee, Room 8, Conrad Hilton

12 m.—N.C.A. Marketing Luncheon, Waldorf Room, Conrad Hilton

12 m.—N.C.A. Raw Products Luncheon, Beverly Room, Conrad Hilton

12 m.-6 p.m.—The Canners Show, Conrad Hilton

5 p.m.—Door Award Drawing, The Canners Show

6 p.m.—Old Guard Society Annual Cocktail Party, Hubbard Room, Sheraton-Blackstone

6:30 p.m.—Dinner Meeting of Raw Products Committee and TAC, Room 3, Conrad Hilton

7 p.m.—N.C.A. Scientific Research Committee Smoker, Astoria Room, Conrad Hilton

7 p.m.—Old Guard Society Annual Buffet Supper and Annual Meeting, Crystal Ballroom, Sheraton-Blackstone

MONDAY, FEBRUARY 23

8 a.m.—Breakfast Meeting of N.C.A. Procurement Committee, Room 1, Conrad Hilton

8 a.m.—Breakfast Meeting of Processed Apples Institute Board of Directors, Room 3, Conrad Hilton

9 a.m.-6 p.m.—N.C.A.-C.M.&S.A. Information-Registration Center is open, Mezzanine, Conrad Hilton

9 a.m.-6 p.m.—The Canners Show, Conrad Hilton

9:30 a.m.—Meeting of N.C.A. Committee on Artificially Sweetened Canned Fruits, Room 20, Conrad Hilton

10 a.m.—N.C.A. Procurement Session, Room 2, Conrad Hilton

10 a.m.—N.C.A. Raw Products Session, Bel Air Room, Conrad Hilton

12 m.—N.C.A.-C.M&S.A. Technical and Research Luncheon, Beverly Room, Conrad Hilton

12 m.—N.C.A. Food Editors Luncheon, Astoria and Waldorf Rooms, Conrad Hilton

2 p.m.—Ladies Program, sponsored by C.M.&S.A., French Room, Sheraton-Blackstone

5 p.m.—Door Award Drawing, The Canners Show

7 p.m.—Young Guard Banquet and Entertainment, Terrace Casino, Morrison Hotel

REPORTS ON ASSOCIATION ACTIVITIES

Consumer Service Division

It is frequently said that the heart of the home is in the kitchen. This is in many ways true of the Consumer Service Division's test kitchens.

A good reliable recipe is a valuable tool for increasing the use and meal satisfaction of canned foods. A broad range of recipes are developed in the test kitchens and are supplied for many uses. Menus, too, in which canned foods are used to best advantage, both nutritionally and for meal enjoyment, are an important part of the test kitchen work.

Much of the success of the Division's newspaper food service, as reported by food editors, is due to the interesting and reliable recipes included.

Each month recipe-releases are supplied food editors of metropolitan newspapers. No two newspapers in the same city can use duplicate editorial material. Thus four, and sometimes five, different releases are prepared each month for this service. The release includes a lead story, a feature recipe, menu, and several short recipe suggestions for newspaper filler use. In addition, a photograph must be taken of each of the feature recipes. Staff members plan the photograph after the recipe has been developed and approved by samplers. It is then set up for photographing in the studio-kitchens. Approximately 400 metropolitan newspapers are provided the releases each month. Recipes are developed by the test kitchen home economist, who also prepares the food for photographs, and the releases are planned and written by editorial home economists.

Also each month a recipe-release and photograph are prepared for mat service. A recipe-release mat is supplied six times a year to 3,000 weekly-community newspapers, and six times a year to 1,344 small daily newspapers in cities of 100,000 and under population.

The monthly release for radio, nationally distributed, contains numerous recipe suggestions, and the television kit contains both recipes and photographs, all of which emanate from the N. C. A. kitchens. In addition, a dress rehearsal is run of the actual preparation of the food and timing of the script for television. This kit is supplied for approximately 70 television stations in leading market areas.

Even school materials contain recipe and menu suggestions. These must be developed carefully. Food preparation plans supplied to schools must be accurate and easy to interpret, and must be timed to be sure they can be completed in the length of time the class has for the food preparation lesson.

One of the services offered to members of N. C. A. is the development of recipes. This service is of particular help to those who do not have their own home economists, nor an agency with home economists who can develop recipes for their individual use. The member supplies samples of his product and from there on the Association takes over, sending the recipes to the individual canner when completed. Most of the requests are for label recipes. Requests are scheduled in the order received.

In addition, the Division prepares exclusive material for numerous food editors and writers. During the past year a large scope of interests has been covered in this work: popular magazines, special newspaper features, radio and television, institutional magazines, syndicate writers, textbooks, and even ghosting chapters for books in specialized fields. This work is done by editorial home economists. Many times information on statistics, raw product developments or results of research are required. Such information is obtained from other N. C. A. Divisions. In most cases exclusive recipes and photographs are needed. Here again test kitchen participation is essential.

For institutional use, in our own books and for editorial use in institutional magazines, the first run of recipes is done in family size servings.

All are taste-tested by samplers. Final testing of selected recipes must be done in quantities to serve 50. This testing is done by an experienced foods person in a food service establishment having heavy duty equipment.

In an industry having as many products as do the members of N. C. A. it is important to see that all classifications of foods are included. The editorial staff keeps detailed check-charts. A record is kept of all products used in all releases and in special feature materials for writers. Thus it is possible to keep a balance and see that good product coverage is maintained.

A summary of the test kitchen activities should include the valued assistance of taste-testers. All recipes are sampled. Fortunately the personnel of the Association has the advantages of representing varied ages, most areas of the United States, preferences of men and women, and parents' views on childrens' food habits. This informal sampling produces comments and suggestions most useful to the Division.

The heavy flow of recipes and photographs from the test kitchens is ever varying. One request by a writer may be for gourmet foods, another for hearty homey foods for the blue collar worker. In each of them the practical end-result must be kept in mind. Final criterion for judging a recipe is, "Would I make this in my own home?" There are recipes for reading and recipes for trying. Recipes using canned foods should be for trying—but they must also have enough appeal so that the reader, listener or viewer is motivated to the trying stage.

Dr. Stier Speaks

Dr. Howard L. Stier, Director of the N.C.A. Division of Statistics, addressed the Washington, D. C., section of the American Society for Quality Control January 28 on "Applications of Statistical Quality Control in the Food Industries."

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